



CHILDREN AND YOUNG PEOPLE NETWORK

11.02.16 at London Funders

Participants

Kerry	Luker	BBC Children in Need
Holly	MacKavoy	BBC Children in Need
Sufina	Ahmad	Big Lottery Fund
Daisy	Boehm	John Lyon's Charity
Erik	Mesel	John Lyon's Charity
Yul	Muzzioli	Kinja FC
Nechema	Ray	Kinja FC
Malcolm	John	London Borough of Harrow
Joe	Thompson	London Marathon Charitable Trust
Jim	Minton	London Youth
Marini	Thorne	New Philanthropy Capital
Sharon	Long	Partnership For Young London
Matt	Baird	Premier League Charitable Fund
Ciaran	Rafferty	The City Bridge Trust
Oliver	French	The LankellyChase Foundation
Sara	Masters	The Mercers' Company
Mimi	Phung	The Mercers' Company
Jenny	Oppenheimer	The Pilgrim Trust
Laura	Basset	Young Lambeth Coop
Richard	Parkes	Young Lambeth Coop
Melissa	Wong	Youth Music

In attendance

Geraldine	Tovey	London Funders
David	Warner	London Funders

1. Welcome and apologies for absence

Ciaran welcomed everyone to the group and introductions were made. He stated how keen he was to see the presentation ~~s from Kinja FC~~, and to gain more of a sense of what are the barriers to including girls ~~and young women in activities and projects in London~~, as well as what makes a good



project.

2. Report of last meeting, 19th November 2015

The last meeting focused on care leavers and featured a presentation from Social Finance regarding their Impact Incubator research. More information can be found [here](#).

3. Kinja FC- Including Girls and Young Women

Kinja FC believes in providing a positive learning environment where players are challenged and are allowed to develop technically, tactically, physically and psychologically. Their goal is to not only educate players, but to also let the players have fun. Kinja FC believes that the balance of fun and learning is essential to the development of a player. All of their coaches are FA qualified and adhere to a strict learning code to nurture and challenge young people.

Kinja FC was incorporated in 2011 after it was identified that there was little to no football provision for girls and women in the borough of Brent. It has developed relationships with local schools as well as becoming a partner club for Nike and Arsenal ladies. The variety of partners the organisation has helps to broaden its appeal to different communities within the borough. Furthermore Kinja FC was recently awarded 'silver status' Quality Mark from London Youth.

The project has grown significantly since 2011. It began with 12 girls and now has over 200 after working extensively with the local community, parents, other organisations and the FA.

Case Studies:

Regan

Commitment, dedication and passion. She is the captain of the team who plays four times a week and has been given her subscription for free because her family could not afford to pay the fees. She was a 'wild child' when she started with Kinja FC and has now flourished, with football helping her to unlock her desire to learn. Her family are also heavily involved with the project.

Deja

Bad companies, outside influences and our effort. An example that not every story is a linear success story, Deja succumbed to bad influences and disappeared for a year from Kinja FC before coming back and is playing again.

Our under 17 girls group

Integration, inclusive and cross race/religion/background towards social cohesion. The group started with three girls, and now have 22 regular players.

Kinja FC has 6 KPIs which help to benchmark its success:

- *Quality environment*, coaches and girls-only sessions with female coaches to encourage inclusivity [punctual, organised, clean and appropriate equipment, well planned sessions]
- *Involving families and encouraging parents to be involved in the team* [communicate, explain, code of conduct, strict but fair]
- *Learning environment and exit strategies* [they are UEFA coaches, work with National FA]



coaches and partnership with Arsenal and Nike]

- Social interaction and healthy lifestyle [girls and boys interact, confront, challenge and experience]
- The inspiration and the accessibility, there are regular tours abroad; from Kinja FC's pitches you can see the inspirational Wembley Arch; and you can get to the activities easily
- Playing with good players and international tours [our players are challenged and rewarded]

Yul from Kinja FC spoke about how it was initially very difficult to break down cultural barriers. Often families were resistant to letting their children, especially the girls and young women play football. However there are now 54 nationalities represented at the club.

Kinja FC also encourages children from poorer families to take part, and will waive fees if parents cannot afford for their children to attend the sessions.

Yul also identified that it can be a challenge working with teenage girls during the difficult period of puberty. To combat this there is a small ratio between coaches and people to encourage conversation and mentoring. Related to this are self-esteem issues and pushy parents. Kinja FC encourages the phrase: "you are not good at this... yet" so that young girls can feel confident.

4. Q&A and open discussion on including girls and the Kinja FC project

It was asked by an attendee how it can be determined what measures are used to see who can afford fees for the club and who can't. Yul responded by stating that all parents have to sign a disclaimer form, and that the first 2-3 sessions at the club are always free. The leadership use their instincts if a child does not come back and call the parents to discuss finances. Fees normally per child are £290 p/a.

The group also discussed books which are useful to achieve the mind-set to instil confidence in young women. Bounce by Matthew Syed was mentioned, as was Growth Mindset by Carol Dweck. Yul also noted that young women tend to be more naturally predisposed to teamwork and that it is often easier to cultivate peer support amongst young girls compared to boys.

The group also noted how difficult it was to work with young people whose families are unwilling to engage with services. It is for this reason why Kinja FC has a convenient location, so that older girls can make their own way to the club. Kinja FC also works with local schools and PE teachers in particular to improve access to football and sends coaches to schools for sessions to bridge gaps.

There was further debate as to whether Kinja FC was a young people's project or a sports project predominantly. The organisation regularly asks for feedback and aims to create a voice for young people aside from developing football skills. London Youth has been instrumental with providing ideas and structure models.

Yul stated that Kinja FC is keen to ensure that good pastoral support is provided for young women. They also have a strict code of conduct, which they 'sell' to young people by explaining that this is based on the code of conduct for the Premier League. Aside from a moral imperative, good pastoral support also provides important outcomes for bids.



5. [Big Lottery Fund- Women and Girls Initiative](#)

Sufina Ahmad, (Policy and Learning Manger) worked on the policy context and direction for Big Lottery Fund's Women and Girls Initiative. This initiative began in May 2015 and placed an emphasis on 'people in the lead', community engagement and leadership.

Internal discussions began in earnest in October 2014, as it emerged that 10 out of 12 partnerships in Big Lottery's multiple needs programmes were struggling to work and engage with women. Also women's services have faced disproportionate cuts, meaning that the provision of personalised services has become far more difficult to achieve.

The Women and Girls initiative pot in total amounts to £48.5 million. This was split with £35 million for grants up to £750,000 for projects lasting up to five years, £10 million for larger grants for projects lasting up to five years (if Big Lottery felt that they had important strategic value), and £3.5 million for support, research and evaluation.

To achieve this projects will be funded that can meet these funding outcomes: 1 Increased provision of holistic, person-centred approaches for women and girls at risk; 2. Increased role and voice for women and girls in co-producing services; 3. A greater number of women and girls are supported through the provision of improved specialist support; 4. Better quality of evidence for what works in empowering women and girls. In addition, organisations must include up to 10 per cent of the project budget for learning and evaluation activities.

Big Lottery approached other large funders which have expertise in funding women's services and held a variety of group and individual meetings to ensure that they were well informed regarding the needs of women and girls. This proved to be a useful exercise, with Big Lottery learning that they had to lose the branding and definitions they had for women's groups with multiple needs. They rephrased their branding to focus more on empowering women.

Big Lottery also faced an obstacle of purdah which affected the policy context of the funding, although there was a still a lot of enthusiasm for the project from politicians. Big Lottery faced other issues aside from purdah. Four other projects were launched around the same time as the women and girls initiative, which meant that staff were quite overstretched despite a strong strategic framework. Lastly there were issues around the definition of which organisations can apply for a bid. Initially only organisations who worked solely with women could apply, this was changed so that over 80% of clients were women. This allowed organisations such as Rape Crisis Centres to apply who previously would have been exempt because they work with a small number of men.

The programme was delivered differently to other Big Lottery Initiatives. Rather than an initial written application, interested parties would begin by calling the Big Advice line to chat about their project first. This allowed for a deeper conversation and helped to assist projects that have little history of applying for large grants.

The Women and Girls Initiative had over 1000 enquiries, and 495 applications (Far higher than the predicted 200-300). To help assess the bids, Big Lottery Fund recruited experts with sectoral



experience. Applications were reduced down to 120, with many unsuccessful groups signposted to other funders. The majority of bids were based around abuse and domestic violence, despite Big Lottery's attempts to reach out to other stakeholder groups. They also placed an emphasis on developing services for young women and BAME groups.

Big Lottery staff found it difficult to encourage collaboration and co-production between organisations. Providers were often not willing to share information with each other in case they were to compete for services. Furthermore, services found it easy to prove that women and girls needed services, but found it difficult to outline why their service in particular was needed.

13 months on, final decisions are being made and announcements will begin in March over which bids were successful. Successful bids are a mix of new and existing provision. A lot of the new groups who were successful were not on Big Lottery's radar previously as they were often put off by how complicated the application process is for other grants. 17 of 90 projects are focused on young women (with 3 successful in London). These are mostly focused on sexual violence or domestic abuse.

There has been a lot of learning on the project, such as reacting to criticisms of what defines a women and girls organisation and the surprising amount of interest in the 10% support and development funding.

6. Q&A and discussion regarding the Women and Girls Initiative

Ciaran was particularly struck by the 10% funding to be allocated to learning and development, and stated that he thinks that this would be extremely beneficial for grantees. Sufina also emphasised that this 10% could be used for learning and collaboration with others.

An attendee asked if funding would be related to turnover. Sufina noted that this was only an issue when small community organisations were asking for a lot of money and that fluctuating turnover often occurs with grantees from reaching communities. Furthermore many small women's organisations have very competent CEOs who have worked for larger organisations previously (meaning that they are well versed in today's funding environment). Organisations that do expand may be re-funded by Big Lottery, and hopefully they would be in a stronger position to apply from grants elsewhere as well if they have used their 10% learning budget well.

Sufina also acknowledged that there is a grey area around funding organisations which receive/have received statutory funding.

It was also asked whether Big Lottery would lobby for women and girls funding and support. Sufina explained that although the organisation does not lobby, it does highlight the work that grantees do to 'fill in the gaps', and that they will be part of the Alliance for Women and Girls. Notwithstanding, it was noted by Sharon Long that charity lobbying will become more difficult if anti-advocacy clauses are to be included on grants agreements.

It was also raised in the group that the Metropolitan Police has made tackling violence against women and girls as one of their priorities, and that discussions between the voluntary sector and the police could prove to be quite fruitful.



Sufina was also asked what effect the unexpectedly large amount of applications had on the capacity of the Big Lottery Fund. She noted that it was a large strain on the funding officers who work for the Big Advice Line and that lessons have been learnt to not launch multiple projects in the same time period (and especially not in August when many people take time off). Members from different teams were brought in to work on the initiative, rather than staff being over-resourced and allocated elsewhere. However, the process itself was sound and may be used again on other small projects.

Lastly Sufina explained that knowledge was stored from unsuccessful applicants and mapping had been done by Big Lottery to identify themes of calls and bids by corporate assistants and they are looking to publish a list of organisations who applied for funding.

7. Member News and Updates

The group updated each other on activities and current challenges:

- The John Lyons Charity has helped to create three Young People's Foundations (YPFs) in the London Boroughs of Brent, Barnet and Harrow. This model is to be adapted by five other boroughs and there has been a significant amount of interest both inside and out of London. The YPFs that have been established have managed to find corporate sponsors, and there are particularly exciting developments in the London Borough of Westminster. All YPFs will be structured differently but will have the same fundamental model which will be launched formally in March. The model is based on the idea that YPFs will be registered charities. That will act as umbrella organisations for any group which has interest in young people in the area. This can and should include organisations from the voluntary, private and public sector sharing resources as local authorities withdraw services and funding.
- Erik Mesel also noted that he recently attended a conference Run by Lloyds regarding how small charities can become more resilient in the face of cuts. The conference featured interesting publications both by Lloyds and NCVO. This would particularly useful for small charities which work with young people, such as playschemes.
- The City Bridge Trust is increasing its grant making budget for its 20th anniversary year. It is holding a celebration event on the 8th March. 20 of its first-ever grantees are also being given a £20k unrestricted grant to mark the occasion.
- Ciaran from City Bridge Trust noted that organisations need to be encouraged to be more forthcoming in seeking the help of funders when they are financially in trouble as funders may be able to intervene in an emergency. In response an attendee supported this idea but noted that in many case staff in projects were keen to seek help but that the trustees were often less keen.
- The Premier League is planning ahead for the PL 2016 - 2019 strategy which includes its work with good causes. Therefore the PL and PLCF are currently in the process of reviewing and reflecting upon current programmes and activities with relevant partners and stakeholders whilst also continuing the ongoing delivery of the current strategy.
- The Mercers Company are looking at overhauling their programmes and undergoing large-scale change. Any advice on the funding environment for young people in London would be greatly appreciated.



- Youth Music has a new grant management database aiming to give a more nuanced response to applications. Youth Music is looking to focus on early years, NEETS, Youth Justice and SEND. It was also noted that Arts Council England will be focusing upon place making and wider educational outcomes.
- The London Marathon Charitable Trust is continuing with the grantmaking process and is considering a revenue stream rather than singularly focusing on capital projects.
- London Youth highlighted that there are three upcoming publications that would be of interest to the Children and Young People Network Group: 1. A learning report about process and impact, 2. A look back on the two year anniversary of Talent Match, 3. A demand from schools for better informal education. London Youth will also be welcoming a new chief executive on April 7th.
- New Philanthropy Capital have two upcoming projects that would be of interest to the Children and Young People Network: 1. The relationships between schools and charities regarding informal education, 2. A larger project looking at the work of faith-based organisations in the UK. Initially NPC is looking to publish a data paper on this, followed by a secondary publication.
- Children in Need has recently welcomed four new members of staff. They are also commissioning a piece of work regarding good practice in the areas of gangs and violence in the south east. They have also entered the second phase of the Fun and Friendships programme which benefits the lives of young disabled people. There is also significant progress being made in the joint programme that is being developed with the Premier League, which will be focusing on young people between 10 and 14. This will have an initial pilot lasting around 18 months to look at effective models to combat violence. Lastly, they can also announce that there has been a new collaboration with the Hunter Foundation regarding youth offending.
- Lankelly Chase has closed their reactive grants process and is currently working through a Theory of Change which aims to make the organisation more strategic and place-based. Overall it is looking to work more intensively with grantees.
- London Borough of Harrow is going ahead with youth and social funds bids, and Malcolm John will be joining the board of trustees for the Young Harrow Foundation.
- London Funders is progressing with its upcoming Review on The Future of Civil Society Support in London. David Warner also highlighted that there will be a new government publication on sports funding. London Funders will keep its members informed of any developments regarding this.
- The Young Lambeth Co-Operative is looking at youth fundraising schemes and enterprise funding.
- Big Lottery Fund has a new report coming out in April on giving a year on from its strategic review and is looking at its principles that it is working towards,
- Partnership for Young London will be working with CAMHS commissioners regarding youth mental health. There will be an event in May providing a chance for the public and the voluntary sector to meet. There are also developments being made regarding Regional Development Hubs, and funding is being provided by ERASMUS for a structured youth dialogue. Furthermore the Vision for Young Londoners is progressing well.

8. Any other business

Ciaran highlighted to the group, and especially to new members, that these meetings are meant to



discuss any relevant topic of interest as raised by members, so any suggestions for future meetings are very welcome.

9. Date of next meeting

Thursday 26th May 10am-12pm